

**EGYPTIAN BOARD OF REALTORS, INC.
STRATEGIC PLAN
2017 – 2020**

EBOR OFFICERS

***Teresa Camarato, Immediate Past Pres.
Suzanne Wood, President
Cynthia A. Bevis, President Elect
Brian Wood, Sec./Treas.
Charay Palmer, Association Executive***

COMMITTEE MEMBERS

***Dave Thompson, Chairman
Amy Bailey
Cynthia Bevis
Debra Case
Terri Henry
Mary Jane Kimmel
Penny Murden
Tyler Patton
Travarr Q. Rudd
Fred Shaw
Stewart Weisenberger
Kristien West***

Vision: To be an Association of Excellence, providing true value to all members and the public we serve.

Mission: Our Mission is to encourage and promote the Pride of Home Ownership to Consumers and to demonstrate the Standards and Value of using a Realtor® and the services they provide.

Communications

1. *Ensure and explore methods of delivery of information to all membership*
2. *Format information in a condensed manner*
3. *Provide a better explanation of dues*
4. *General Memberships Treasurer Report should be available at General Membership Meetings and presented by the Treasurer*
5. *Provide as much transparency to information as possible*
6. *Explore ways to improve and enhance the website*
7. *Always be open to change and new ideas*
8. *Cross train staff in all areas in order to better serve the membership*

OPERATIONAL EXCELLENCE

1. *Embrace the understanding that to survive and thrive in this environment, we must be not only open and adaptable but also courageous enough to make the right choices*
2. *Present educational speakers to the General Membership that provide information that is relevant to our industry*
3. *Directors to provide updates from meetings, seminars, and workshops that are attended*
4. *Enhance and encourage participation at all levels*
5. *AE annual review to include all officers in accordance with HR guidelines*
6. *Proactively involve and/or recruit, from the "outer areas" of the 27 counties, thereby increasing focus on those agencies*
7. *Consider assigning new members to committees versus waiting for them to sign up*
8. *Cross train staff in all areas in order to better serve the membership*
9. *Board and staff to monitor upcoming changes in technology and new products and tools*
10. *Emphasis on Consumer Privacy*
11. *Develop a schedule to review contracts and forms*

EDUCATION & LEADERSHIP DEVELOPMENT

- 1. Board to provide education and tools on safety in working with clients, showing properties, and using Sentrilock**
- 2. Continue annual Ed/Tech Training Day**
- 3. Set aside an "Annual Education Week" involving Ed/Tech**
- 4. Continue to offer CE**
- 5. Board to send representatives to NAR leadership programs**
- 6. Continue to engage and recruit younger members for association leadership; explore the right mix of social and educational events to keep this portion of the membership involved**
- 7. Consider participation in Career Days**
- 8. Directors to give updates on information gained from attending various meetings, programs, and seminars, as a way of developing speaking skills**
- 9. Connect with high school classes**
- 10. Training on working with one another to promote a more cohesive working environment**
- 11. Training on how to relate to clients and develop healthy working relationships**
- 12. General Membership meetings that cover short subjects (e.g. value of giving feedback and returning phone calls to agents and clients)**
- 13. Take advantage of any IAR & NAR training**
- 14. Promote Consumer Privacy**
- 15. Promote better relationships by bringing programs into agencies that are out of the immediate area**

COMMUNITY OUTREACH

- 1. Develop relationship with Southern Illinois Coalition for the Homeless**
- 2. Continue Christmas for Homeless Children in connection with SICH**
- 3. Make people more aware of our "Good Works" programs that are available.**
- 4. Be aware of "Habitat for Humanity" opportunities**
- 5. Develop "Power Point" presentations with stats, for presentation to various organizations and clubs. "Tell Our Story"**
- 6. Develop "Annual Report" for the public and make available through social media**
- 7. Board should be an Advocate on issues affecting real estate, business development, property rights and community development**
- 8. Work in a bipartisan manner with local elected officials to ensure REALTOR interests are heard at every level of government**
- 9. Create a "culture of investment" in Midyear Meetings, Capitol Conference, and other necessary meetings**

10. Direct member involvement in Midyear Meetings, Capitol Conference, and other necessary meetings
11. Encourage involvement in "Calls for Action" at the Federal, State and Local levels
12. Facilitate positive community development by utilizing MY REALTOR Party resources and grants
13. Be involved in Job Fairs
14. Increase opportunities to be a resource to the community through education, awareness, and consumer protection activities

TECHNOLOGY

1. Consider technology day (Ed/Tech)
2. Improve and maintain an up-to-date website that provides timely information for members and consumers
3. Implement "Skype" or teleconferencing for committee and/or taskforce meetings
4. Record Meetings
5. Establish a Sentrilock "replacement fund" by implementing a surcharge

MLS

1. Clarify and update MLS Rules and Regulations
2. Review MLS violations and fines; develop procedure for addressing repeat violators
3. Increase MLS revenue outside of subscribers' fees
4. Support efforts to regain control of our data, e.g. Project Upstream!
5. Monitor possibilities of combining MLS
6. Fines enforced!

Strategic Plan Certification

This Strategic Plan includes Advocacy and Consumer Outreach components and has been officially adopted by the Board of Directors of the Association. It will be reviewed annually by the Board of Directors and submitted to NAR for approval.

Jeanne Wood
EBOR President's Signature

7 Dec 2017
Date

Cynthia A. Burns
EBOR President Elect's Signature

12-7-17
Date

Charay Palmer
EBOR Association Executive's Signature

12-7-17
Date